



THE TORONTO CURLING ASSOCIATION

Annual General Report 2008 – 2009

Annandale • Bayview • Brampton • Chinguacousy • Dixie • Donalda • East York • Granite • High Park • Leaside
• Mississauga • Oakville • Oshawa • Richmond Hill • Royal Canadian • St. George's • Scarborough •
Tam-Heather • Thornhill • T.C.S. & C.C. • Unionville • Weston • York



THE TORONTO CURLING ASSOCIATION

Suite 6A, # 1409
170 The Donway West
Toronto, Ontario, M3C 2E8
www.torontocurling.com

September 24, 2009

TCA President's Report

The Toronto Curling Association (TCA) is not a group of eight who meet once a month. It is the 23 member clubs. Your input is valuable and we are here to provide assistance. This year we assisted some of you with promotional efforts as well as some ideas for long term planning.

Our bonspiels continued to be both a success and a challenge. A number of bonspiels were full with waiting lists while others struggled to meet a full draw. The TCA is fortunate to have very supportive sponsors. This was the final year of Johnson Controls (Energizer) sponsorship. They were a generous and involved sponsor, with their help the TCA was able to grow and promote its bonspiels. The TCA has a number of other sponsors who provide the same support to ensure our bonspiels are a success. However, without the volunteers – these bonspiels would not happen. On top of work and family commitments, the bonspiel volunteers put in a huge amount of work to ensure their success.

The 2009 Grey Power World Cup of Curling (formerly known as the Masters of Curling) is in the final stages of planning. A world class curling event is planned and not to be missed.

The TCA continues to work to promote the game of curling through various means, input from our members is welcome.

Of course, the TCA executive works hard to ensure continued success in all our endeavours. Blair Clemes, Paivi Liitela, Jim Anderson, Ron Tolhurst, Anne Edgar, Joe Corrado, Ross Duggan and our newest member – JD Etter have contributed countless hours to various activities. Finally thank you to all of the TCA member clubs for their continued support of TCA activities.

Elizabeth Woolnough
President

Table of Contents

1.0 Bonspiel Chair’s Report..... 1

2.0 The Grey Power World Cup of Curling (Toronto 2009) October 21-25, 2009 .. 3

3.0 TCA Youth Development..... 5

4.0 TCA Financial Report 7

5.0 2008 TCA Junior Lottery..... 8

6.0 Marketing and Promotional Activities 9

1.0 **Bonspiel Chair's Report**

The TCA is proud to sponsor 7 bonspiels, aimed at all demographics of our population, each season. In 2008/09, over 800 teams participated in a TCA bonspiel.

These bonspiels would not be possible without the tremendous support of our sponsors. Our primary sponsors in 2008/09 were: Revera Retirement Living, The Dominion General Insurance Company of Canada, Johnson Controls (Energizer), and Melitta. In addition to these primary sponsors, many other organizations provided financial or other support to our events.

These events do not run themselves. We have dedicated volunteers who chair the respective committees. Many thanks to our bonspiel co-ordinators from last season: Valerie Hancock (Toronto & District Day Ladies); Joanne Stewart (Business Women, Mixed); Joe Corrado (Heart to Heart); Dave Thomas (Junior/Bantam); Bill Baker (Men's); and Marilyn Parsons (Melitta). Thanks are also extended to the numerous individuals who volunteered their time and effort on the different bonspiel committees.

New in 2009/2010:

- Joanne Killer will assume the role of chair of the Toronto & District Day Ladies committee.
- Goldline has signed on as the primary sponsor for the TCA Men's bonspiel.

Current Issues/Concerns:

- Given the recent economic woes, we hope that this does not impact our sport, and that participation in TCA and all other bonspiels does not decrease.
- The TCA is currently looking for a sponsor for the mixed event. If you know of an organization that might be interested in this opportunity, please contact TCA president Beth Woolnough.
- Our bonspiel committees are always looking for motivated individuals who are willing to lend a hand in planning and running our bonspiels. If you, or someone you know, would like to get involved, please don't hesitate to contact any TCA board member.

Event	Sponsor	Date 2009/2010 season	Comments
Toronto & District Day Ladies	Revera	November 17-19, 2009	<ul style="list-style-type: none"> • Celebrated 50th anniversary in 2008; very successful event • Revera returning as sponsor • Thanks to Richmond Hill for hosting the finals
Business Women	Revera	November 21-22, 2009	<ul style="list-style-type: none"> • Returning to 24 team format this season • Revera returning as sponsor • Thanks to Dixie and East York for serving as hosts
Heart to Heart Junior Mixed	Dominion General Insurance Company of Canada	December 26-27, 2009	<ul style="list-style-type: none"> • Participation was down by 50% in 2008. • Please encourage your youth mixed teams to enter.
Junior / Bantam	Dominion General Insurance Company of Canada	December 28-30, 2009	<ul style="list-style-type: none"> • This was our first year with Dominion as our sponsor; it was a great organization to work with • This season, the draw will start Friday evening • As the Swiss lost their sponsor for the exchange program, the winning teams will be going to the Vancouver Olympics • Discussions are underway with multiple European federations about participating in an exchange in future
Men's	Goldline	January 9-16, 2010	<ul style="list-style-type: none"> • Over 300 teams participated last season • On-line entry proving popular (1/3 of teams entered on-line) • New sponsor this season: Goldline • Thornhill Golf & Country Club will host the finals
Mixed	TCA	February 24-28, 2010	<ul style="list-style-type: none"> • Had highest entries ever for last year's event • This year, event is limited to 72 teams • Weston Golf & Country Club will host the finals
Bonspiel of Champions	Melitta	March 28-29, 2010	<ul style="list-style-type: none"> • Toronto Cricket will host the finals • Lack of entries from Men's Bonspiels in 2009.

2.0 The Grey Power World Cup of Curling (Toronto 2009) October 21-25, 2009

The opportunity to stage a world class curling event in Toronto was presented to The Toronto Curling Association over 2 years ago by *Grand Slam of Curling*. The full cost of the event is carried by *Grand Slam*. The pre-launch sale of discounted ticket packages within the TCA member clubs went well with 1754 packages being sold in the 2007-08 curling season. Sales across the clubs varied from a high of 212 down to 2. The original venue was too expensive for the anticipated attendance in the economic downturn, so Grand Slam switched the venue to the Hershey Centre in February 2009. The change of venue resulted in 87 ticket refunds in March.

The TCA and our member clubs have already seen a tremendous financial return from the event with almost \$80,000 in the ticket revenue coming back (the clubs earned \$43,425 and the TCA received \$35,225). This does not include the many complimentary tickets and other direct sponsorship provided by the GCOC over the past year. And, there will be additional revenue generated during the event with \$1.00 from each program sold coming back to the TCA and all profit from the 50/50 draws going to the participating clubs.

Ron Tolhurst and Bill Streeter carried the initial organization and sales campaign, working with Wendy Kane from the Grand Slam of Curling organization. The TCA appointed Bill Baker as TCA Event Chair in early 2009. The event committee is:

- Bill Baker- Chairman
- Bill Duck – Ice crew
- Jim Wright- Officials
- Marilyn Parsons- Ceremonies
- Joe Corrado - Capital One School of Rock
- Bill Streeter- Program Sales
- Ron Tolhurst- TCA Liaison and 50/50 draw

Approximately 100 volunteers from the member clubs will be helping with the ice maintenance, keeping score boards up to date, acting as team ambassadors, keeping statistics, timing, program and 50/50 lottery sales, etc. There may be additional volunteer positions available as the committee chairs finalize their plans – stay tuned!

Grand Slam of Curling/iSport is responsible for inviting the teams, transporting & housing them, the venue contract, promotion and advertising. There will be 9 international Men's teams representing the Olympic-qualified countries and 5 top Canadian Men's teams (Howard, Martin, Ferbey, Koe, and Gushue). The semi-finals and finals will be broadcast on CBC.

As an added bonus, there will be a Women's event (the 3 Nations Cup) interwoven into the final 3 days, with the Olympic qualifying teams from China and Great Britain competing against Shannon Kleibrink and Stephanie Lawton from Canada.

Free shuttles to the event from stops on the Lakeshore GO line and the TTC subway system, and from Pickering will be available. Frequency will likely be schedule around draw times.

Lastly, the Capital One School of Rock will give a group of TCA youth curlers the opportunity to receive instruction from some of the country's top curlers at Dixie Curling Club on October 5th.

3.0 TCA Youth Development

3.1 Toronto Bantam Inter-Club

As of the 2009-10 curling season, the Bantam Inter-Club League will come under the Umbrella of The Toronto Curling Association. A page on the TCA website is already established.

The league began in 1980 and is an introductory competitive league for bantam age curlers for the TCA member clubs. League qualifications are mixed teams but teams can follow an “open” format. Curlers must be under 16 years of age as of December 31st. The league plays between 8-10 games depending on ice availability and is hosted on Sunday evenings at various TCA member clubs. The season is capped off with a Championship Bonspiel at the end of the regular season. Team registrations vary from 20 to 30 teams. This year the convener is Joanne Thompson from Tam Heather Curling and Tennis Club. For more information go to the TCA website.

3.2 TCA/Goldline Junior League

This league has been in existence for approximately 30 years. This is a junior league similar to that of the bantam league – 8 - 10 games played on Sunday evenings. The number of team registrations varies from 12-16, Championship Finals for all teams are held at a TCA member club. Participants must be under 20 years of age as of December 31st. Teams can be comprised of any player combination (male, female, or any mixed combination). This year’s convener is Joe Corrado. For more information and registration, go to the TCA website.

3.3 High School Curling

With the help of Jim Wright, efforts were made to engage Toronto area high schools in curling. With Toronto’s diverse population, encouraging participation in the sport at the High School level is one of the best ways to diversify curling.

In 2009, the following clubs were used for league curling. Tam Heather, East York, TCS&CC, High Park and St. Georges. Weston and Donalda are also utilized sparingly for practice ice to local schools. Therefore 7 of the 11 clubs in Toronto have been used for this group of youngsters. Typically ice times are from 3:30 to 5:30 pm but some clubs are used in the afternoons from 2:00 until 4:00.

There are 20 TDSB High Schools (out of 91) participating this year, up substantially from last year with over 240 students participating. The majority of these kids have never curled before and it is a pleasure to see them all enjoying themselves learning a new sport, socializing making new friends and having fun. The TCDSB has a similar curling participation rate but has been organized by its board as a separate venue.

This year, the Gore School Championship, in which the Zones are played in December saw its lowest turnout in some time. For example, from Toronto, Zone 8 had 1 team of

boys (Etobicoke) and 1 team of girls (Richview), this while The High Park Club hosted the Provincials in February, 2009. The 2010 OFSAA Provincial Championship, will be held in Toronto with the host club being Tam Heather. The TCA has offered assistance should it be required to the school that is running the event – Cardinal Newman.

Four Main Issues to address for Fall 2009 to increase participation in High School Curling

1. Skills Training for Teachers
2. TDSB Funding for Ice
3. Ice Availability and Cost
4. Communication

A skills clinic was planned for TDSB teachers. Unfortunately due to an equipment failure it had to be cancelled. For 2009-2010, the goal continues to be to work with the TCA Clubs and with the TDSB to raise the awareness and opportunity associated with High School curling. While doing so, the 4 key points listed above will be addressed to have the groundwork in place for next curling season to see a substantial increase in the number of kids learning and playing this beautiful game.

The TCA thanks Jim for his continuing efforts to engage the high schools in promoting this wonderful game.

4.0 TCA Financial Report

See Separate Attachment

5.0 2008 TCA Junior Lottery

In 2008, the TCA Junior Lottery was a success with \$11,199 being raised in total. The lottery which is licenced through the Town of Markham must follow the rules as outlined in the Ontario Lottery and Gaming Commission procedures. Per these regulations, all monies raised must go to funding youth activities. Each club must sign a waiver indicating their portion of the funds will be used for this purpose.

The TCA receives the first \$120.00 raised by each participating club. This amount covers printing and lottery licence fees. The remainder is split 50/50 between the TCA and the participating clubs.

The total value of prizes awarded was \$1200. Expenses which included printing of tickets and license fees were \$861.25.

The winners this year were:

1st Prize: Amanda Gates of Sudbury, Ontario - \$1000

2nd Prize: Joan Manuel from Scarboro G & CC - \$300 Goldline Gift Certificate

3rd Prize: Unionville Curling Club - \$100 Goldline Gift Certificate

A total of \$4,308 was rebated to those TCA clubs that sold tickets. The remaining funds are retained in a Lottery trust account and are to be used for Youth Development activities.

Programs that were funded in 2009 through this account included contributions towards the purchase of Lite Rocks for TCA clubs, funding transportation for an elementary school in a low income neighbourhood so they could have five weeks of curling instruction and prizes for the TCA Junior Bantam bonspiel.

In 2009, the format of the lottery will change slightly. In line with similar raffles, tickets will be sold as one for \$5 or 3 for \$10. There will now be four prizes awarded including two cash prizes to make the lottery more appealing to non-curlers.

6.0 Marketing and Promotional Activities

6.1 Study – Improving Diversity in Curling

As new immigrants come to the GTA, many are looking for recreation and sport activities. With funding from the Canadian Curling Association, the TCA has engaged Dr. Heather Mair, a professor with Department of Recreation and Leisure Studies at the University of Waterloo to conduct a study to seek to understand the challenges and opportunities this presents to the Toronto Curling Association. The overall objectives for this project are to explore the images of the sport held by new Canadians in the GTA as well as to gain an understanding of what might be preventing new immigrants from becoming club members. Presently, Dr. Mair and her student are working with three TCA clubs – Brampton, Tam Heather and the Royal Canadian Curling Club. The study is scheduled to conclude by the end of the year. Results will be shared with all TCA Clubs.

6.2 Website

In August 2008, the TCA revamped the website. TCA Club can now upload their bonspiel information including flyers, there is live scoring for all TCA bonspiels and bonspiel chairs can update results. Use of the website has increased dramatically by over 200%. For example, 44,000 hits were received in January 2008, and over 647,000 were received in January 2009. On-line registration is now available for the men's bonspiel and the TCA is investigating the possibility of having that feature for all TCA bonspiels.

6.3 CNE – “Celebrate the Olympic Spirit”

This summer, the TCA was invited to participate in a CNE exhibit “Celebrate the Olympic Spirit”. Celebrate the Olympic Spirit immersed guests in the spirit of sport and Olympic competition. The experience integrated hands-on sport activities with learning about the Olympic Games and the Paralympic Games, the sports and the athletes, to inspire guests of all ages.

Celebrate the Olympic Spirit was an outdoor attraction featuring interactive sport activities for Ice Hockey, Speed Skating, Figure Skating, Curling, Skiing, Biathlon and Paralympic Winter Games sports such as Ice Sledge Hockey and Wheelchair Curling. The TCA through the interactive curling activity had the opportunity to operate this experience and use it as a means of showcasing curling at the CNE 2009.

The majority of visitors were children under 18 with some adults. There was a central Demonstration Area with bleacher seating will be available for athlete meet-and-greets, clinics and choreographed sport demonstrations. Curling was represented by Brent Laing and Sherri Middaugh.

Celebrate the Olympic Spirit provided a direct connection and a call to action for guests. In addition to athlete appearances, demonstrations and interactive activities, the TCA had space within the attraction to promote curling and generate interest and involvement by engaging guests using educational displays and disseminating information about their group and sport. Thank you to Abbie Darnley from High Park Curling club for providing

curling equipment such as a rock, hack and broom as well as a magazine rack to display all of the brochures. Thank you to all the clubs, OCA and CCA who provided information about their programs. The TCA was able to staff the display with volunteers from the Goldline League. Future members of the TCA Executive!

6.4 Additional Curling Ice

In October 2008, The President of the TCA and a curler from Leaside Curling Club – Jennie Norman made a presentation before the City of Toronto Community Development and Recreation Committee on the importance of curling to the City of Toronto. The outcome was that a request would be made to a new ice facility in Don Mills to include some curling sheets. In short, Toronto's future role in new curling facilities might best be in some form of partnership, etc., the City will not be building any new curling facilities in the City of Toronto. The TCA has contacted the Don Mills Civitan group to find out the status of their new arena. A full report from the City of Toronto is attached.

6.5 Media

Once again, the TCA was able to publish scores from the Energizer Men's Bonspiel Open Main Event in the Toronto Star. Press releases about this and other TCA bonspiels are submitted to local media.

Breakfast Television did a live report from East York Curling club to promote the Energizer Men's Bonspiel and curling in the GTA. A special thank you to all those curlers who got up very early to come out and support this promotion.

The TCA has been working closely with curling publications such as the Curling News. A special feature was published in November 2008 about the state of curling in the GTA.

Regular articles about TCA bonspiels are submitted to the Ontario Curling Report for publication.

Appendix A: *City of Toronto Reports*

CD20.10	ACTION	Amended		Ward: All
---------	--------	---------	--	-----------

Curling Facilities in Toronto

Decision Advice and Other Information

The Community Development and Recreation Committee requested the General Manager, Parks, Forestry and Recreation, to report to the appropriate Committee of Council on the feasibility of including a curling facility in the proposed replacement hockey facility for the Don Mills Civitan Arena, including incremental costs, potential funding and partnership opportunities, and potential operational savings, at the same time as consideration of a replacement Hockey Facility for the Don Mills Civitan Arena.

Origin

(October 30, 2008) Report from General Manager, Parks, Forestry and Recreation

Summary

This report responds to a request from the Community Development and Recreation Committee for a report on curling facilities in Toronto in light of concerns expressed on the loss of curling opportunities due to the closure of a number of curling facilities in recent years. The report provides an overview of curling facilities in Toronto and potential directions for the provision of curling facilities by the City of Toronto.

Background Information

cd20.10 - Staff Report

<http://www.toronto.ca/legdocs/mmis/2008/cd/bgrd/backgroundfile-17241.pdf>

Speakers

Elizabeth Woolnough, President, Toronto Curling Association
 Jennie Norman, Curler, Leaside Curling Club
 Councillor Cliff Jenkins, Ward 25 - Don Valley West

Motions

Motion to Amend Item moved by Councillor Frances Nunziata (Carried)

That the Community Development and Recreation Committee request the General Manager, Parks, Forestry and Recreation, to report to the appropriate Committee of Council on the feasibility of including a curling facility in the proposed replacement hockey facility for the Don Mills Civitan Arena, including incremental costs, potential funding and partnership opportunities, and potential operational savings, at the same time as consideration of a replacement Hockey Facility for the Don Mills Civitan Arena.

the Cavalcade of Lights), Mel Lastman Square, Albert Campbell Square and two other rink locations to provide for a training site for permanent staff.

Due to weather conditions, the City's outdoor ice rink season has traditionally ended at the beginning of March each year. Last year, City Council requested staff to review this practice to identify opportunities for extending the season in March, including the March Break, if feasible. Commencing in the 2008-2009 winter season, staff are recommending that fourteen artificial outdoor ice rinks that meet our criteria for an extended season, remain open for a further two-week period in March - from March 2nd to March 15th - (weather permitting). Due to the warm climatic conditions in the latter half of March however, staff are not recommending that these rinks remain open beyond March 15th, as safe skating conditions for the public cannot be assured.

Therefore, whenever March Break falls in the first half of March, staff are recommending that these 14 rinks remain open during the Break, (weather permitting). However, due to warmer weather conditions and our inability to ensure safe skating conditions to the public, we are not recommending that any outdoor rinks remain open when the March Break occurs in the latter half of March. This would include the 2009 March Break, as it falls between March 16th and March 20th. The public will continue to have access to public skating at our indoor ice facilities and this information will be posted on our website.

Background Information

cd20.9 - Staff Report

<http://www.toronto.ca/legdocs/mmis/2008/cd/bgrd/backgroundfile-17238.pdf>

CD20.10	ACTION	Amended		Ward: All
---------	--------	---------	--	-----------

Curling Facilities in Toronto

Decision Advice and Other Information

The Community Development and Recreation Committee requested the General Manager, Parks, Forestry and Recreation, to report to the appropriate Committee of Council on the feasibility of including a curling facility in the proposed replacement hockey facility for the Don Mills Civitan Arena, including incremental costs, potential funding and partnership opportunities, and potential operational savings, at the same time as consideration of a replacement Hockey Facility for the Don Mills Civitan Arena.

Origin

(October 30, 2008) Report from General Manager, Parks, Forestry and Recreation

Summary

This report responds to a request from the Community Development and Recreation Committee for a report on curling facilities in Toronto in light of concerns expressed on the loss of curling opportunities due to the closure of a number of curling facilities in recent years. The report provides an overview of curling facilities in Toronto and potential directions for the provision of curling facilities by the City of Toronto.

Background Information

cd20.10 - Staff Report

<http://www.toronto.ca/legdocs/mmis/2008/cd/bgrd/backgroundfile-17241.pdf>

CD20.11	Information	Received		Ward: All
---------	-------------	----------	--	-----------

Opportunities to Support Advocacy Efforts**Decision Advice and Other Information**

The Community Development and Recreation Committee received, for information, the report (October 31, 2008) from the General Manager, Children's Services.

Origin

(October 31, 2008) Report from General Manager, Children's Services

Summary

This report reports back on how Children's Services has supported community advocacy efforts to expand child care in Toronto, including financial implications related to this support.

Background Information

cd20-11 - Staff Report

<http://www.toronto.ca/legdocs/mmis/2008/cd/bgrd/backgroundfile-17242.pdf>

CD20.12	ACTION	Adopted		Ward: All
---------	--------	---------	--	-----------

Development of the 2010-2014 Child Care Service Plan**Committee Recommendations**

The Community Development and Recreation Committee recommends that:

1. City Council adopt the draft principles for the 2010-2014 Child Care Service Plan as follows:
 - a. service access based on age and geographic equity;
 - b. publicly planned and accountable service outcomes;
 - c. service options consistent with informed parental choice;
 - d. first-come, first-served admission to subsidized care;
 - e. recognition that child care services provide developmentally appropriate beneficial care for children as well as important family and community support;

Curling Facilities in Toronto

Date:	October 30, 2008
To:	Community Development and Recreation Committee
From:	Brenda Patterson, General Manager, Parks, Forestry and Recreation
Wards:	All
Reference Number:	

SUMMARY

This report responds to a request from the Community Development and Recreation Committee (CD&RC) for a report on curling facilities in Toronto in light of concerns expressed on the loss of curling opportunities due to the closure of a number of curling facilities in recent years. The report provides an overview of curling facilities in Toronto and potential directions for the provision of curling facilities by the City of Toronto.

RECOMMENDATIONS

The General Manager of Parks, Forestry and Recreation recommends that the Parks, Forestry and Recreation Division consider:

1. the potential to provide additional curling opportunities at the three City-owned curling facilities; and
2. to work with the Toronto Curling Association to support its efforts to sustain and expand curling activities in Toronto.

Financial Impact

There are no financial impacts resulting from the adoption of this report.

DECISION HISTORY

At its meeting of February 19, 2007, the Community Development and Recreation Committee referred a communication (January 9, 2007) from Councillor Cliff Jenkins,

requesting the General Manager, Parks, Forestry and Recreation to commission a study in regard to recreational curling facilities in the City of Toronto.

The General Manager was requested to report on the following:

1. The number of Toronto citizens who have lost the opportunity to curl as a result of closures and the latent demand for replacement curling facilities;
2. The economics of building and operating a curling club;
3. The interests of other stakeholders in addressing the demand for curling facilities; and
4. Recommendations for the City of Toronto in proceeding to address the question of the loss of curling opportunities for our citizens.

ISSUE BACKGROUND

The curling community is concerned about the loss of curling opportunities, as seven curling facilities have closed in the City of Toronto in the last 30 years, three of which occurred in the past 10 years. Some of the curling facilities that have closed (particularly the most recent closure, the 16-sheet Avonlea facility in Don Mills) provided curling opportunities to the general public, school groups, etc., which helped make the sport accessible to a variety of residents not able to pursue the sport as members of a curling club.

COMMENTS

The report focuses on the items contained in the directive from the Community Development and Recreation Committee. The report also provides some additional general information on curling as context.

Information used in this report was collected from various publications and websites on curling. City staff undertook a telephone survey of curling clubs in the GTA in late 2007. City staff also met with representatives of the Toronto Curling Association on two occasions to share information on curling and to understand its perspective and ideas on the provision of curling facilities in Toronto.

Before turning to the specific questions in the directive from the Community Development and Recreation Committee, it is useful to review some basic facts on curling facilities in Toronto.

At present, the majority of curling facilities in Toronto are privately-owned and operated. Of the 11 existing facilities, the City of Toronto owns three (two of which are operated by Parks, Forestry and Recreation while the third is operated by a community club). Since 1980, seven curling facilities in Toronto have closed (an additional facility adjacent to Toronto, in Woodbridge, also closed). Attachment 1 provides a map and listing of existing facilities and those which closed since 1980.

The 11 existing curling facilities existing in Toronto contain a total of 69 sheets of ice (22 of which are provided in the three City-owned facilities). In general, the existing curling facilities tend to be provided in combination with other facilities or uses such as tennis or golf (particularly the private facilities). The existing curling facilities are over 35 years old, as no new curling facilities have been built since 1973.

Curling facilities typically accommodate both a membership base (e.g., a core of club members) and rental users. Rental users may be broken down into regular users (such as community leagues and workplace leagues) and occasional users (mainly groups that would use a facility 1-2 times a season, such as school groups, corporate events, and university/college championships). The blend of member use and rental use will vary between facilities, depending on facility size (number of ice sheets), ownership (private or public) and context (standalone curling facility or curling in combination with other uses).

In many facilities, member use and rental use tend to occur on different days of the week or hours of the day (e.g., members use the facility during weekday evenings, rental users are accommodated in residual times). Member use and rental are often complementary in terms of facility use and the facility needs of each major type of use are not necessarily additive.

The following sections respond to the points in the directive from the Community Development and Recreation Committee.

1. The number of Toronto citizens who have lost the opportunity to curl as a result of closures and the latent demand for replacement curling facilities

Seven curling facilities in the City of Toronto have closed during the last 25 years, resulting in the loss of 70 ice sheets from the curling inventory, a 50% reduction in the number of ice sheets since 1980. In the last ten years, 38 sheets have been lost due to the closure of only three facilities.

For purposes of estimating the number of citizens that have lost the opportunity to curl, it is possible to look at the number of users accommodated by a sheet of curling ice on a regular basis. At present, the existing 69 curling sheets in Toronto are estimated to support about 8,500 regular users (membership and rental), equating to about 125 regular users per sheet of ice. At the provincial and national level, data suggests that a sheet of ice supports about 100 users. Based on this range (i.e., 100 to 125 regular users per sheet of ice), the 70 sheets that have closed in the past 25 years would have accommodated between 7,000 and 8,750 regular users, which may be assumed to represent the number of Toronto citizens who have lost the opportunity to curl on a regular basis. This does not include occasional and student users who tend to use facilities only once or twice a season.

“Latent demand” may be defined as the demand for goods or services that cannot be met because of a lack of market capacity to respond to the demand. For the purposes of this

report, the Parks, Forestry and Recreation survey of curling facilities probed latent demand by asking for information on waiting lists and unaccommodated requests for ice rentals as an indication of unmet demand. While waiting lists (and service requests) provide some insight into unmet demand, they nonetheless need to be viewed cautiously as people may place themselves on more than one list, or, on the other hand, a waiting list may not even exist or be presented as an option to potential participants.

Five of the GTA curling facilities that responded to the PFR survey reported waiting lists for memberships, totalling 106 people, 60 of which were reported for facilities within Toronto. Seven of the GTA facilities that responded to the survey indicated that they were not able to accommodate 32 requests for ice from rental groups, 16 of which were reported for facilities in Toronto (survey findings indicate that rental groups average 25 people per group).

Combining the reported membership waiting lists with the number of unaccommodated renters indicates some 906 individuals at the GTA level, 460 of which relate to facilities in Toronto. Applying the range of 100 to 125 curlers per sheet of ice to these numbers suggests a potential need for an additional 7 to 9 sheets of ice at the GTA level, and 3 to 4 sheets in Toronto, to address the combined number of people wait listed for membership and unaccommodated rentals. (This assumes no discounting of facility requirements due to members and renters using the same ice at different times of the day, which would reduce the number of facilities required for regular users.)

Activity participation rates can provide some perspective on potential demand for facilities. Although Toronto-specific rates were not available, both national (Conference Board of Canada 2004 Survey on sport participation) and provincial data on participation in curling suggest that some 54,000 to 58,000 people in Toronto are curlers. These numbers have not, however, been used in estimating additional facility requirements as they are very likely above actual participation levels in Toronto.

2. The economics of building and operating a curling club

Based on an assumed facility program of six ice sheets plus a clubhouse of approximately 11,000 sq. ft (with lounge, kitchen, change rooms, etc.) the capital cost of a new facility in the Toronto area is estimated in the range of \$4,000,000 to \$5,000,000 (including project consulting and contingency, excluding land cost).

Operating costs are more difficult to estimate, and involve many assumptions. The Parks, Forestry and Recreation survey of curling facilities asked about operating expenses and revenues, but only a small number of facilities provided this information. Reported operating expenses ranged from \$96,324 (not including utilities) to \$441,726. Revenues ranged from \$259,852 to \$474,170. The range helps illustrate the many financial variables involved in a facility's operation such as the extent of the available revenue streams; staffing and volunteer levels; membership fees and so on.

3. The interests of other stakeholders in addressing the demand for curling facilities

Parks, Forestry and Recreation staff met with representatives of the Toronto Curling Association (TCA) to gather information on curling.

The TCA indicated that it is committed to pursuing the growth of this sport and it is investigating a number of options that could result in the expansion of curling opportunities in and around Toronto. Among the options identified are:

- the purchase or rental of previously closed curling facilities;
- pursuing the inclusion of a curling component in any future replacement facility for the Don Mills Civitan Arena;
- supporting private initiatives to build curling or curling/skating facilities;
- pursuing the City of Toronto's willingness to partner with private investors in developing a curling facility on City land; and
- seeking City of Toronto's willingness to offer financial instruments, such as loan guarantees or property tax incentives to private investors in support of their delivery of additional recreational curling opportunities.

In essence, the TCA position is very much based on a desire to “grow” the sport in Toronto, based on a concern that the level of provision is in decline and appears to be a constraint on the viability and financial accessibility of the sport.

4. Recommendations for the City of Toronto in proceeding to address the question of the loss of curling opportunities for our citizens

The closure of curling facilities in Toronto appears to be the result of many factors, including changing recreational preferences (e.g., reduced interest in curling amongst Toronto citizens), as well as economic factors (such as the opportunity to derive a higher financial return from other facility or land uses, a particularly relevant motive for private or commercial facilities).

Curling is a traditional winter sport in Canada. While the closure of a number of private curling facilities in Toronto has reduced opportunities for participation, Toronto remains home to many curling clubs and accomplished curlers. Curling clubs are recognized as central to the sport of curling in Toronto, providing an important element of community capacity.

The majority of curling facilities in Toronto are private, however, City-owned facilities represent a sizeable share of the provision of curling facilities (3 out of 11 clubs, and just under a third of the 69 curling sheets in Toronto). Many Canadian municipalities are involved in the provision of curling through partnership arrangements with community groups (e.g., municipal ownership of curling facilities operated by a community club or board).

Toronto's future involvement in curling facility initiatives could continue along these lines, similar to other specialized sports or recreation activities where community groups cover facility costs and the City provides some resources (such as the use of City land at nominal cost).

The City could also consider partnering with community-based curling groups through the inclusion of curling facilities with compatible recreation facility projects (such as new arenas or sports complexes) to achieve cost efficiencies as well as the potential for environmental gains.

In short, Toronto's future role in new curling facilities might best be in some form of partnership, etc., and not in direct provision. This position will be further discussed and refined as part of Parks, Forestry and Recreation's service planning process.

It is also suggested that Parks, Forestry and Recreation work with the clubs and rental groups at the existing City facilities to ensure that rental opportunities for the broader community are maximized at City-owned facilities.

Such involvement is consistent with Parks, Forestry and Recreation's Strategic Plan, "*Our Common Grounds*" and its three pillars (environmental stewardship, child and youth development, and lifelong active living). Recommendation # 40 of *Our Common Grounds* is that "new Canadians be provided, especially those from warm climates, opportunities to learn and play Canadian winter sports."

CONTACT

Neil R. Zaph, Director of Strategic Services, Tel: 416-395-6065, Fax: 416-392-8565,
Email: nzaph@toronto.ca

Brian Rutherford, Manager, Strategic & Service Planning, Tel: 416-392-8179, Fax: 416-392-3355, Email: brutherford@toronto.ca.

SIGNATURE

Brenda Patterson,
General Manager, Parks, Forestry and Recreation

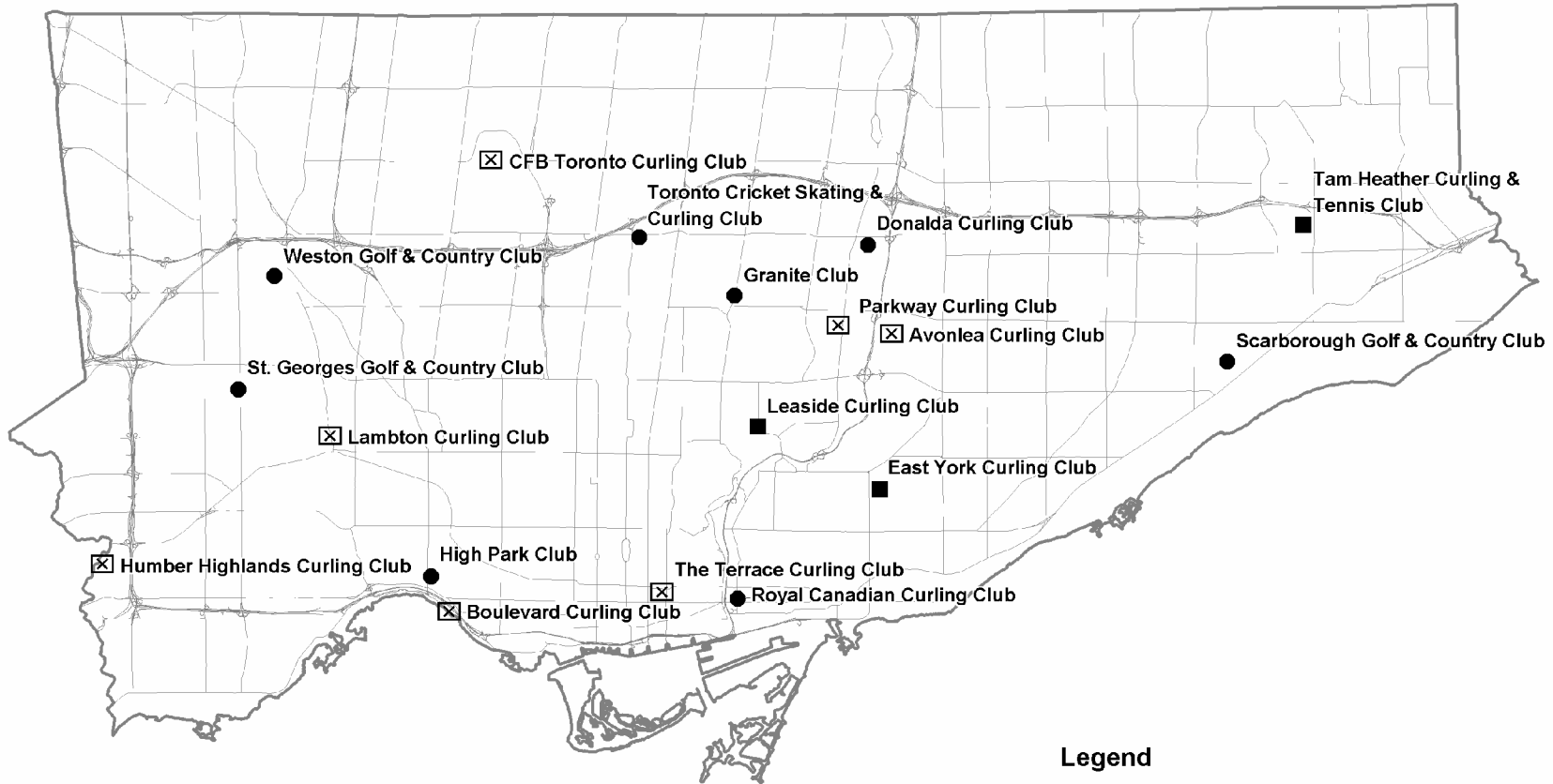
ATTACHMENTS

Attachment 1: Existing and Closed Curling Facilities in Toronto

Existing and Closed Curling Facilities in Toronto

Attachment 1

Facility Name	Location	Ownership	Curling Sheets (#)	Comment
Existing				
East York Curling Club	901 Cosburn Ave	City	6	Stand alone
Leaside Curling Club	1073a Millwood Rd	City	8	Stand alone
Tam Heather Curling & Tennis Club	730 Military Trail	City	8	Includes tennis club
Donalda Curling Club	12 Bushbury Dr	Private	4	Part of mixed use golf club
High Park Club	100 Indian Rd	Private	5	Includes tennis club
Granite Club	2350 Bayview Ave	Private	8	Mixed use facility
Royal Canadian Curling Club	131 Broadview Ave	Private	6	Stand alone
St. Georges Golf & Country Club	1668 Islington Ave	Private	6	Includes golf club
Scarboro Golf & Country Club	321 Scarborough Golf Club Rd	Private	6	Includes golf club
Toronto Cricket Skating & Curling Club	141 Wilson Ave	Private	6	Mixed use facility
Weston Golf & Country Club	50 St. Phillips Rd	Private	6	Includes golf club
Closed since 1980				
Parkway Curling Club	1030 Don Mills Rd		6	
The Terrace Curling Club	Mutual St		18	
Lambton Curling Club	100 Scarlett Rd		4	
CFB Toronto Curling	Canadian Forces Base, Downsview		4	
Humber Highlands Curling Club	30 Waulron St		16	
Boulevard Curling Club	1491 Lake Shore Blvd W		6	
Avonlea Curling Club	101 Railside Dr		16	



Legend

- Existing City Curling Facility
- Existing Private Curling Facility
- ⊠ Closed Curling Facility

